

*This performance-based assessment activity was developed by Michigan Model Coordinators from a Michigan Model lesson.*

## **MICHIGAN MODEL ASSESSMENT ACTIVITY**

### **Grade Three: Analyze Influences**

- 1. List the grade level, lesson and specific activity you will be demonstrating:** Grade Three, Phase V, Lesson 8, Activity 1
- 2. List the Standard(s) and Benchmark(s) this activity addresses:** Analyze the influence of cultural beliefs, media, and technology on health (Standard 4); Explain how the media influences thoughts, feelings and health behaviors (Benchmark 2).
- 3. Student Learning Objective:** Students will explain the ways advertising influences our choices of products.
- 4. Student Product:** Small group presentation.
- 5. Teacher Suggestions:** a) Model the activity using one or two ads. b) Engage the group in discussion, using the modified questions below. c) Lengthen the group activity to one-half hour. Have the groups make their presentations on the following day.

#### **Modify the questions that students use to analyze their ads:**

- How is the advertiser trying to get people to buy the product?
  - *What about the ad might make a person want to buy this product?*
  - *Who is using the product in the ad? How would you describe them?*
- What do you like or dislike about the ad?
- Does everyone in your group feel the same way? Why or why not?
- Is the product that is being advertised good for you?
  - *How do you know whether this product is good for you, or whether it helps you?*
  - *If the product is not good for you, did the advertiser tell the whole truth?*
  - *Is this a product that you need to be healthy? Why or why not?*

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6. **Develop your rubric:** Indicate below the specific criteria you will use to score. Score point #3 should include all the criteria that need to be met in order to meet the standard.

4 Yes, and	3** Yes	2 Yes, but	1 No
<ul style="list-style-type: none"><li>• Answers all of the questions AND</li><li>• Provides more depth in answers (e.g., group is able to identify that aspirin is good for you because it relieves headaches, but also uses the "medicine rule" to identify when it might not be healthy for you.)</li></ul>	<ul style="list-style-type: none"><li>• Answers all of the questions accurately</li></ul>	<ul style="list-style-type: none"><li>• Answers some of the questions accurately OR</li><li>• Answers all of the questions with some inaccuracies</li></ul>	<ul style="list-style-type: none"><li>• Only answers some of the questions, and those contain inaccuracies.</li></ul>

*\*\* Start building your rubric with the criteria for score point #3, which indicates that the standard has been met.*